

Yeshiva University, Cardozo School of Law

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Event Invitations 2020

Event Invitations

3-23-2020

Advertising Law Symposium

Cardozo FAME Center

Cardozo Fashion Law Society

Cardozo Office of Career Services

Entertainment Law Society

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CARDOZO LAW

YESHIVA UNIVERSITY

The FAME Center, Entertainment Law Society,
Fashion Law Society and
Office of Career Services
invite you to:

Advertising Law Symposium

Monday, March 23, 2020
9:15 a.m. - 6:30 p.m.

Jacob Burns Moot Court Room
Cardozo School of Law
55 Fifth Avenue
New York, New York

7.0 transitional/non-transitional NY CLE
Credits are available in aggregate:
4.0 credits in Areas of Professional Practice &
3.0 credits in Skills

Doors open at 8:45 a.m.

Register here

Please join us to hear what advertising law experts and movers and shakers in the industry have to say about the laws at the intersection of advertising, marketing and privacy.

The Symposium will offer discussion and skill-based approaches on topics such as tackling the transactional, deal-making side of advertising; best practices for mitigation of risk; analyzing the changing landscape of marketing with the influx of influencers, sweepstakes, contests, and co-branded sponsorships; and reviewing the ramifications of new privacy laws and regulations coming into effect that attempt to thwart modern advertising efforts-with the legal perspective in mind.

Confirmed speakers include attorneys from:

- Children's Advertising Review Unit
- Cowan DeBaets Abrahams & Sheppard
- Davis & Gilbert
- Dunnington Bartholow & Miller
- Frankfurt Kurnit Klein & Selz
- G-III Apparel Group
- National Advertising Symposium
- Uber
- VaynerMedia
- Whistle

AGENDA

8:45 - 9:15 a.m. | Registration & Light Breakfast

9:15 - 9:30 a.m. | Opening Remarks

9:30 - 11:00 a.m. | Panel 1: Dealmaking in Advertising

(1.5 CLE credits, Skills)

What goes into the dealmaking process to move this process from a mood board to the eyes of millions of people? How complex is the legal process in creating an ad? This panel will discuss the

regulatory landscape of advertising, the considerations involved in negotiating an advertising deal, and key contractual provisions in the scope of advertising and marketing, such as indemnification, limits on liability, representations and warranties, IP ownership, and morals clauses.

11:00 a.m. - 11:15 a.m. | Coffee Break

11:15 a.m. - 12:45 p.m. | Panel 2: Anatomy of an Ad

(1.5 CLE credits, Skills)

What are the common legal issues in advertising, and how do you address them? This panel will examine the process of mitigating risk before content has been released to the public, through such means as due diligence and copy review, and will address the union/talent disputes that frequently arise in the industry.

12:45 p.m. - 1:15 p.m. | Networking Lunch

1:15 p.m. - 2:15 p.m. | Keynote:

A Conversation with Terri J. Seligman, Partner, Frankfurt Kurnit Klein & Selz, and Martin S. Zwerling, Deputy Director, National Advertising Division

(1.0 CLE credit, Professional Practice)

2:15 - 3:45 p.m. | Panel 3: What You Need to Know About Digital Marketing: Influencers, Contests, and Co-Branded Sponsorships

(1.5 CLE credits, Professional Practice)

In the last decade, advertising has seen a shift from print and TV ads to online and social media marketing, and from the use of celebrity talent and endorsers to social media influencers that appeal to a more narrowly targeted consumer base. There has also been an increase in experiential activations and a rise in co-branded sponsorships. What legal liabilities has this shift presented? This panel will begin by discussing what is being done in the legal realm to adjust to this new reality.

3:50 - 5:15 p.m. | Panel 4: The U.S. & EU Privacy Landscape: The Limits of Digital Marketing

(1.5 CLE credits, Professional Practice)

This panel will analyze the current state of privacy protection in relation to the advertising and marketing industry, and will discuss the implications around adults and children, as well as the direction the industry is heading in.

5:15 - 6:30 p.m. | Closing Remarks & Reception



CARDOZO ENTERTAINMENT
LAW SOCIETY

Fashion
LAW Society



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